Unit Mapping – QCF BTEC Creative Media (2010) to BTEC International qualifications in Creative Media (2020)

This mapping document is designed as a guide to indicate where the unit content identified within the unit specification of the QCF BTEC Nationals in Creative Media Production (2010) can be mapped to the Pearson BTEC International Level 3 qualifications in in Creative Media (2020).

This document should act as a guide only and centres are advised to consider how current delivery approaches can be adapted to fit in with the new specification. Due to the way the creative process works, there is a natural creative cycle involving: research (primary, secondary, audience), experimentation, pre-production, production and post-production activities. Variations of this process are inherent across many of the QCF units and the same approach can easily be applied to all assessments in the new specification.

Section 1 - Mandatory Units

All Mandatory units from all sizes of the QCF specification have been mapped at Learning outcome level to indicate where the unit content and assessment criteria can be delivered and assessed in the 2020 specification.

2010		2020		
Unit	**Learning Outcome**	**Module**	**Assessment Unit**	**Assessment Criteria**
1 Pre-production Techniques for the Creative Media Industries	1 Understand requirements for a specific media production	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	2 Be able to prepare pre-production documentation for a specific media production	A	A1 Skills Development	A1.4 Explore and develop professional skills and behaviours
	3 Be able to apply pre-production planning for a specific media production.	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.4 Use professional skills to develop a response to a brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief B2.4 Apply professional practice and behaviours in a personal investigation B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief

2 Communication Skills for Creative Media Production	1 Be able to extract information from written sources	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	2 Be able to create a report in a media production context	A	A1 Skills Development	A1.4 Explore and develop professional skills and behaviours A1.5 Explore and develop communication skills
	3 Be able to pitch a media production proposal using appropriate technology	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A2.4 Use professional skills to develop a repose to a brief A2.5 Use communication skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief A3.5 Apply communication skills in response to a creative brief B2.3 Apply technical practice in a personal investigation B2.4 Apply professional practice and behaviours in a personal investigation B2.5 Apply communication in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief B3/4.5 Apply communication skills in response to a creative industry brief

3 Research Techniques for the Creative Media Industries	1 Understand the nature and purposes of research in the creative media industries	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	2 Be able to apply a range of research methods and techniques	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	3 Be able to present results of research.	A	A1 Skills Development	A1.4 Explore and develop professional skills and behaviours A1.5 Explore and develop communication skills
4 Creative Media Production Management Project	1 Be able to originate, develop and research an idea for a media product	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.1 Inform ideas to develop a response to a brief A2.2 Use problem solving to develop a response to a brief A3.1 Inform ideas in response to a creative brief A3.2 Apply problem-solving skills in response to a creative brief B2.1 Inform ideas for a personal investigation B2.2 Apply problem solving practice in a personal investigation B3/4.1 Inform ideas for a response to a creative industry brief B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief
	2 Be able to pitch a proposal for a media product	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.4 Use professional skills to develop a repose to a brief A2.5 Use communication skills to develop a repose to a brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief A3.5 Apply communication skills in response to a creative brief B2.4 Apply professional practice and behaviours in a personal investigation

				B2.5 Apply communication in a personal investigation B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief B3/4.5 Apply communication skills in response to a creative industry brief
	3 Be able to manage a production process to create a media product.	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A2.4 Use professional skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief B2.3 Apply technical practice in a personal investigation B2.4 Apply professional practice and behaviours in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief

5 Working to a Brief in the Creative Media Industries	1 Understand the requirements of working to a brief	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.4 Explore and develop professional skills and behaviours
	2 Be able to develop a planned response to a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.2 Use problem solving to develop a response to a brief A3.2 Apply problem-solving skills in response to a creative brief B2.2 Apply problem solving practice in a personal investigation B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief
	3 Be able to apply a response to a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.2 Use problem solving to develop a response to a brief A2.4 Use professional skills to develop a repose to a brief A3.2 Apply problem-solving skills in response to a creative brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief B2.2 Apply problem solving practice in a personal investigation B2.4 Apply professional practice and behaviours in a personal investigation B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief
	4 Be able to review work on completion of a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry	A2.2 Use problem solving to develop a response to a brief A2.4 Use professional skills to develop a repose to a brief

			Response B4 Extended Creative Industry Response	A3.2 Apply problem-solving skills in response to a creative brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief B2.2 Apply problem solving practice in a personal investigation B2.4 Apply professional practice and behaviours in a personal investigation B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief
6 Critical Approaches to Creative Media Products	1 Understand how media producers define audiences for their products	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	2 Understand how media producers create products for specific audiences	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.2 Explore and develop problem solving skills
	3 Understand how media audiences respond to media products	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.2 Explore and develop problem solving skills
	4 Be able to develop responses to media products.	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.2 Use problem solving to develop a response to a brief A3.2 Apply problem-solving skills in response to a creative brief B2.2 Apply problem solving practice in a personal investigation B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief

7 Understanding the Creative Media Sector	1 Understand the structure and ownership of the media sector	B	B1: Personal Progression	B1.4 Demonstrate professional practice and behaviours in relation to career progression aspirations
	2 Understand ethical and legal constraints within the media sector	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.4 Explore and develop professional skills and behaviours
	3 Understand the regulation of the media sector	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.4 Explore and develop professional skills and behaviours
	4 Know about employment opportunities and job roles in the media sector	B	B1: Personal Progression	B1.1 Inform ideas for progression into a creative career
	5 Be able to prepare personal career development material	B	B1: Personal Progression	B1.3 Create materials for career progression using technical practice B1.4 Demonstrate professional practice and behaviours in relation to career progression aspirations

Section 2 - Optional units (Specialist)

A selection of Optional units (Specialist) from all sizes of the QCF specification have been mapped at Learning outcome level to indicate where the unit content and assessment criteria can be delivered and assessed in the 2020 specification. There is at least one unit from each of the specialist pathways and this can be used to inform mapping of all other units within the QCF specification.

2010			2020	
Unit	**Learning Outcome**	**Module**	**Assessment Unit**	**Assessment Criteria**
22 Single Camera Techniques	1 Understand the features of single camera production	A	A1 Skills Development	A1.3 Explore and develop creative technical skills
	2 Be able to plan a single camera production	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.2 Use problem solving skills to develop a response to a brief A2.3 Use technical skills to develop a repose to a brief A3.2 Apply problem solving skills in response to a creative brief A3.3 Apply technical skills in response to a creative brief B2.2 Apply problem solving practice in a personal investigation B2.3 Apply technical practice in a personal investigation B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief B3/4.3 Apply technical practice in response to a creative industry brief
	3 Be able to apply single camera techniques in a production.	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a response to a brief A3.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief

39 Scriptwriting for Radio	1 Understand the conventions of scriptwriting for different radio genres	A	A1 Skills Development	A1.3 Explore and develop creative technical skills
	2 Be able to originate and develop different radio scripts using appropriate expressive skills	A	A1 Skills Development	A1.2 Explore and develop problem solving skills A1.3 Explore and develop creative technical skills
	3 Be able to edit written copy for different contexts and audiences	A	A1 Skills Development	A1.2 Explore and develop problem solving skills A1.3 Explore and develop creative technical skills
48 Music Recording	1 Understand production characteristics of music recordings	A	A1 Skills Development	A1.3 Explore and develop creative technical skills
	2 Be able to mic up musical instruments in different recording situations	A	A1 Skills Development	A1.3 Explore and develop creative technical skills
	3 Be able to record music from different sources for specific contexts	A	A1 Skills Development	A1.3 Explore and develop creative technical skills
	4 Be able to mix and remix music recordings from different sources	A	A1 Skills Development	A1.3 Explore and develop creative technical skills

51 Page Layout and Design	1 Be able to edit and process text to meet a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief
	2 Be able to source images to meet a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief
	3 Be able to prepare images to meet a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief
	4 Be able to design and produce page layout to meet a brief	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief

65 Web Animation for Interactive Media	1 Understand uses and principles of web animation	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.4 Explore and develop professional skills and behaviours
	2 Be able to devise web animation	A	A1 Skills Development	A1.2 Explore and develop problem solving skills A1.3 Explore and develop creative technical skills
	3 Be able to create web animation following industry practice.	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.3 Use technical skills to develop a repose to a brief A2.4 Use professional skills to develop a repose to a brief A3.3 Apply technical skills in response to a creative brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief B2.3 Apply technical practice in a personal investigation B2.4 Apply professional practice and behaviours in a personal investigation B3/4.3 Apply technical practice in response to a creative industry brief B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief

72	**Computer Game Design**	1 Understand the principles of game design	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas A1.3 Explore and develop creative technical skills
		2 Be able to generate ideas for a game concept	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.2 Use problem solving to develop a response to a brief A3.2 Apply problem-solving skills in response to a creative brief B2.2 Apply problem solving practice in a personal investigation B3/4.2 Apply problem solving practice to develop solutions in response to a creative industry brief
		3 Be able to prepare game design documentation	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.4 Use professional skills to develop a repose to a brief A2.5 Use communication skills to develop a repose to a brief A3.4 Demonstrate professional skills and behaviours in response to a creative brief A3.5 Apply communication skills in response to a creative brief B2.4 Apply professional practice and behaviours in a personal investigation B2.5 Apply communication in a personal investigation B3/4.4 Demonstrate professional practice and behaviours in response to a creative industry brief B3/4.5 Apply communication skills in response to a creative industry brief
		4 Be able to present a game concept to stakeholders	A/B	A2 Responding to a Brief A3 Creative Project B2 Personal Investigation B3 Creative Industry Response B4 Extended Creative Industry Response	A2.5 Use communication skills to develop a repose to a brief A3.5 Apply communication skills in response to a creative brief B2.5 Apply communication in a personal investigation B3/4.5 Apply communication skills in response to a creative industry brief